

WHAT IS CLAIMED IS:

1 1. A data storage apparatus for downloading data from
2 datacast streams transmitted by a television broadcast system to a
3 plurality of similar data storage apparatuses, said data storage
4 apparatus comprising:

5 a storage medium for storing selected portions of said
6 transmitted datacast streams; and

7 a content filtering processor capable of receiving a
8 first datacast stream transmitted by said television broadcast
9 system and detecting therein a plurality of datacast blocks,
10 wherein said content filtering processor compares a first content
11 parameter associated with a first one of said datacast blocks with
12 at least one subscriber-specific parameter associated with said
13 data storage apparatus and wherein said content filtering
14 processor, in response to a determination that said first content
15 parameter matches said at least one subscriber-specific parameter,
16 stores said first datacast block in said storage medium.

1 2. The data storage apparatus as set forth in Claim 1
2 wherein said first datacast block comprises a broadcast block
3 receivable by each of said plurality of similar data storage
4 apparatuses.

1 3. The data storage apparatus as set forth in Claim 1
2 wherein said first datacast block comprises a multicast block
3 receivable by a sub-group of said plurality of similar data storage
4 apparatuses.

1 4. The data storage apparatus as set forth in Claim 3
2 wherein said first content parameter comprises a multicast group
3 identifier associated with said data storage apparatus.

1 5. The data storage apparatus as set forth in Claim 1
2 wherein said first datacast block comprises a unicast block
3 receivable only by said data storage apparatus.

1 6. The data storage apparatus as set forth in Claim 5
2 wherein said first content parameter comprises a unique address
3 associated with said data storage apparatus.

1 7. The data storage apparatus as set forth in Claim 1
2 wherein said first datacast stream comprises webpage data.

1 8. The data storage apparatus as set forth in Claim 1
2 wherein said first datacast stream comprises Internet protocol (IP)
3 data.

1 9. A method for downloading data from datacast streams
2 transmitted by a television broadcast system to a plurality of data
3 storage apparatuses, the method comprising the steps of:

4 receiving a first datacast stream transmitted by the
5 television broadcast system;

6 detecting in the first datacast stream a plurality of
7 datacast blocks;

8 comparing a first content parameter associated with a
9 first one of the datacast blocks with at least one subscriber-
10 specific parameter associated with a first one of the data storage
11 apparatuses; and

12 in response to a determination that the first content
13 parameter matches the at least one subscriber-specific parameter,
14 storing the first datacast block in a storage medium associated
15 with the first data storage apparatus.

1 10. The method as set forth in Claim 9 wherein the first
2 datacast block comprises a broadcast block receivable by each of
3 the plurality of data storage apparatuses.

1 11. The method as set forth in Claim 9 wherein the first
2 datacast block comprises a multicast block receivable by a sub-
3 group of the plurality of similar data storage apparatuses.

1 12. The method as set forth in Claim 11 wherein the first
2 content parameter comprises a multicast group identifier associated
3 with the data storage apparatus.

1 13. The method as set forth in Claim 9 wherein the first
2 datacast block comprises a unicast block receivable only by the
3 data storage apparatus.

1 14. The method as set forth in Claim 13 wherein the first
2 content parameter comprises a unique address associated with the
3 data storage apparatus.

1 15. The method as set forth in Claim 9 wherein the first
2 datacast stream comprises webpage data.

15 16. The method as set forth in Claim 9 wherein the first
20 datacast stream comprises Internet protocol (IP) data packets.

1 17. A television broadcasting system capable of transmitting
2 datacast streams to a plurality of data storage apparatuses capable
3 of capturing data in said datacast streams, said television
4 broadcast system comprising:

5 a data retrieval controller capable of accessing a
6 plurality of data sources and retrieving from each of said
7 plurality of data sources web page data associated with said each
8 of said plurality of data sources;

9 a memory for storing said retrieved web page data in a
10 plurality of transmission queues; and

11 a transmission controller capable of causing a first of
12 said plurality of transmission queues to be transmitted in a
13 broadcast transmission receivable by all of said plurality of data
14 storage apparatuses and further capable of causing a second of said
15 plurality of transmission queues to be transmitted in a multicast
16 transmission, wherein selected portions of web page data in said
17 second transmission queue are receivable by only selected subgroups
18 of said plurality of data storage apparatuses.

1 18. The television broadcasting system as set forth in
2 Claim 17 wherein said transmission controller is further capable of
3 causing a third of said plurality of transmission queues to be
4 transmitted in a unicast transmission, wherein selected portions of
5 web page data in said third transmission queue are receivable only
6 by individual ones of said plurality of data storage apparatuses.

15) 19. The television broadcasting system as set forth in
16) Claim 18 wherein transmission controller causes said first, second
17) and third transmission queues to be transmitted at predetermined
18) times of the day.

19) 20. The television broadcasting system as set forth in
20) Claim 18 wherein a first selected portion of web page data in said
21) third transmission queue comprises a unique identifier associated
22) with a first data storage apparatus capable of receiving said first
23) selected portion of web page data in said third transmission queue.